

## Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 USIA-15 DRC-01 RSC-01 /029 W

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R 201435Z MAR 74

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 2098

USDOC WASHDC

AMEMBASSY MOSCOW

AMEMBASSY WARSAW

UNCLAS VIENNA 2493

BEWT FOR RICE

E.O. 11652: N/A

TAGS: BEXP, AU, XH

SUBJECT: BUDGET AND PROGRAM SUBMISSIONS FY-75 AND FY-76

REF: STATE 031509 (5440)

1. WE RECOMMEND EWTC BUDGET FOR FY-75 OF U.S. \$260,000 AT CURRENT EXCHANGE RATE. THIS WILL PERMIT EWTC PROGRAM AS DESCRIBED BELOW. PRINTING, TRANSLATION AND OTHER SUPPORT SERVICES FOR USDOC ARE NOT INCLUDED IN THIS FIGURE BECAUSE WE ASSUME THESE EXPENSES WILL CONTINUE TO BE FUNDED SEPARATELY.

2. EWTC RECOMMENDS ABOUT 6 JEEP EVENTS PER FY OF ADVANCED TECHNOLOGY THEMES AIMED AT EASTERN EUROPEAN MARKETS AND ALWAYS INCLUDING WELL PLANNED TECHNICAL SEMINAR. TECHNICAL SEMINAR IS MOST EFFECTIVE METHOD TO ATTRACT EASTERN EUROPEAN AND IMPORTANT EAST-WEST TRADERS TO EVENT.

3. IN ADDITION, PERHAPS 3 JEEP EVENTS PER FY PRIMARILY AIMED AT AUSTRIAN MARKET ARE RECOMMENDED.

4. ASSUMING CURRENT LEVEL OF USDOC ACTIVITY DURING FY-75 EWTC EXPECTS TO PROVIDE PLANNING AND OPERATIONS SUPPORT FOR ABOUT 12 TRADE MISSIONS DURING FY TO EASTERN EUROPEAN

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COUNTRIES, SOME OF WHICH WILL ALSO INCLUDE VIENNA ON

SCHEDULE.

5. EIGHT FULL-SCALE U.S. EXHIBITIONS ARE EXPECTED TO BE SUPPORTED BY EWTC DURING EACH FY. SEVEN ARE ON CURRENT BEWT PLANNING SCHEDULE, AND WE ASSUME THAT LIST WILL BE EXPANDED TO INCLUDE PLOVDIV FAIR WHICH NOT ON LIST.

6. PRODUCT THEMES, WHETHER FOR FULL-SCALE EXHIBITIONS, JEEP'S, OR TRADE MISSIONS, SHOULD ALWAYS BE OF ADVANCED PRODUCTION OR QUALITY CONTROL TECHNOLOGY RELATED TO THE MAJOR INDUSTRIES OF THE PARTICULAR COUNTRIES. PENDING FURTHER STUDY, WE RECOMMEND: INDUSTRIAL CONTROL INSTRUMENTATION, SCIENTIFIC AND REASEARCH INSTRUMENTATION, COMPUTERS AND PERIPHERALS, ELECTRONIC PRODUCTION AND TEST EQUIPMENT, COMMUNICATIONS EQUIPMENT, AIR TRAFFIC CONTROL SYSTEMS, CHEMICAL AND PETROCHEMICAL PROCESSING EQUIPMENT, OIL AND GAS FIELD EQUIPMENT, FOOD PROCESSING EQUIPMENT, PACKAGING EQUIPMENT, METALLURG PROCESSING EQUIPMENT, PLASTIC PRODUCTION EQUIPMENT AND ADVANCED AGRICULTURAL MACHINERY AND EQUIPMENT. IN ALL CASES AND COUNTRIES THESE EVENTS MUST BE ACCOMPANIED BY TECHNICAL SEMINARS PLANNED WELL IN ADVANCE TO BE MOST SUCCESSFUL. TRINKA

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